

NO: R164

COUNCIL DATE: July 11, 2016

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 27, 2016**

FROM: **General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Sponsorship Requests - Simon Fraser University (SFU) - Surrey**

RECOMMENDATION

The Finance and Technology Department recommends that Council approve from the Council Initiatives Fund:

1. A sponsorship contribution of \$2,500 in support of the 9th Annual SFU Surrey Diwali Dinner and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event; and
2. A sponsorship contribution of \$5,000 in support of the 10th Annual SFU President's Surrey Gala Dinner and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

BACKGROUND

SFU Surrey has forwarded an invitation to the City to become a sponsor for each of its two major annual Surrey events; these being, the SFU Surrey Diwali Celebration and Dinner scheduled for October 18, 2016 and the SFU President's Surrey Gala scheduled for November 17, 2016 as shown in Appendix "I".

DISCUSSION

SFU Diwali Celebration Event

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on October 18, 2016. This event will bring together the Indo Canadian and South Fraser business communities, SFU alumni, current SFU students and representatives of other agencies and organizations for an evening of entertainment, networking and information-sharing that will include an update by SFU on the progress that SFU and its partners have made in expanding economic and academic ties with India. SFU is requesting that the City consider providing a sponsorship contribution of \$2,500 to support this event. The net proceeds of the event will be used to provide scholarships for students interested in working and volunteering in cities and villages throughout India. The sponsorship also includes eight tickets to the event which will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

SFU Gala Dinner

The University Advancement Division of SFU Surrey is hosting the 10th Annual SFU President's Surrey Gala Dinner on November 17, 2016 to raise funds for the SFU Close-to-Home Entrance Awards. These awards are used to encourage Surrey and other South of the Fraser area high school graduates to continue their education. The awards program is targeted at students with high academic achievement who have also demonstrated leadership and community involvement. SFU is requesting that the City consider being a Silver-level Sponsor for this event with a sponsorship contribution of \$5,000. With this sponsorship, the City will receive 4 complimentary tickets to the event that will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

The City of Surrey will be recognized as a sponsor during the formalities at each event and will be acknowledged as a sponsor in the program that is published for each event as well as on the SFU website and on displays during each event.

Funding

Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY

The SFU Diwali Celebration and SFU President's Gala support the overall objectives of the City's Sustainability Charter as related to the themes of Inclusion and Education and Culture. Specifically, this grant will support the following desired outcomes:

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Education & Culture DO1: Surrey has a culture of learning, with a broad range of diverse learning opportunities available and accessible to meet the needs of all residents.
- Education & Culture DO2: Surrey children and youth have access to a high quality comprehensive and inclusive educational system, and opportunities that include experience in and out of school.
- Education & Culture DO6: Surrey is a provider of advanced education, producing cutting-edge research and cultivating leaders in innovative practices.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund:

- a sponsorship contribution of \$2,500 in support of the 9th Annual SFU Surrey Diwali Dinner and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event, and
- a sponsorship contribution of \$5,000 in support of the 10th Annual SFU President's Surrey Gala Dinner and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

Vivienne Wilke, CPA, CGA
General Manager,
Finance & Technology

Appendix "I": SFU Sponsorship Request Letters
Appendix "II": Council Initiatives – Allocations for 2016



EXTERNAL RELATIONS
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June 15th, 2016

Donna Jones
General Manager of Investment & Intergovernmental Relations
City of Surrey
13450 - 104 Avenue
Surrey, BC V3T 1V8

Re: SFU Diwali Gala 2016 - Gold Sponsorship

Dear Donna:

As one of our valued collaborators, and given the City's interest in India and engaging the South Asian community, we would be pleased to once again welcome the City of Surrey to be a Gold Sponsor of this year's Diwali Gala fundraising event.

Simon Fraser University's President, Andrew Petter, and title sponsor TD Bank Group will invite the business community to SFU's 9th annual Diwali celebration event on Tuesday, October 18th from 5:30 pm to 8:30 pm at the Aria Banquet Hall in Surrey.

As in previous years, the event will bring together the South Fraser community, SFU alumni, students, and senior representatives for a fun and informative reception. Over 300 guests will celebrate the festival of light, enjoy outstanding food and entertainment, and network with business, community and government leaders. All proceeds from the City's sponsorship will support student mobility scholarships for SFU students to gain the unique experience of working and volunteering in cities and villages throughout India.

The proposed benefits of the Gold (\$2,500) sponsorship would be as follows:

- Eight complimentary tickets (valued at \$75 per person).
- Acknowledgment (logo) in the program, on SFU's website, on stage and multi-screens at registration, social media platforms and around the banquet hall.

We have welcomed a City of Surrey Council member at all of our Diwali celebrations and would be pleased to have the Mayor bring greetings and also underlining the importance of the work the City has initiated in pursuing economic development opportunities with Surrey and Indian organizations.

Please let me know if you require additional information in order to make a decision. As one of our most important partners in our work in India and locally, we would be honoured to have the City of Surrey involved as sponsor in this celebratory event.

Best Regards,

Joanne Curry



SIMON FRASER UNIVERSITY
OFFICE OF THE EXECUTIVE DIRECTOR

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June 15th, 2016

Donna Jones
General Manager of Investment & Intergovernmental Relations
City of Surrey
13450 – 104 Avenue
Surrey, BC V3T 1V8

Dear Donna:

Re: SFU President's Surrey Gala 2016 - Silver Sponsorship

Simon Fraser University President (SFU)'s Surrey Gala will be held the evening of Thursday, November 17th, 2016 in the Weststone Grand Hall at our Surrey campus.

As in previous years, proceeds from the event will go to the SFU Surrey Close to Home Entrance Award Campaign that has supported dozens of South of the Fraser students in their first year of post-secondary studies at the campus

The proposed benefits of the Silver (\$5,000) sponsorship would be as follows:

- 4 Complimentary tickets (valued at \$1100)
- Acknowledgment (logo) in the program, on SFU's website and social media platforms, on stage acknowledgement by President Petter and on multi-screens at registration.

Please let me know if you require additional information in order to make a decision. As one of our most important partners in furthering community engagement in Surrey, we would be honoured to have the City once again support in this event.

Warm Regards,



Stephen Dooley
Executive Director, SFU Surrey

*Of course,
if the Mayor
can attend,
would love to
have her speak.
😊*

Appendix "II"



2016 FINANCIAL PLAN COUNCIL INITIATIVES

| Description | Amount | Allocation to date | Remaining |
|---|----------------|--------------------------|-------------------------|
| Carried Forward from Prior Year | 2,800 | | |
| 2016 Proposed Budget | <u>250,000</u> | | \$ 252,800 |
| My Neighbourhood, My futures Initiative (year 4 of 5) | | 40,000 | |
| Surrey Poet Laureate (Year 2 of 3) | | 10,000 | |
| SFU Surrey Campus Open House | | 15,000 | |
| City of Surrey Busary | | 10,000 | |
| Seeds Business Awards | | 4,000 | |
| PICS Diversity City Sponsorship | | 5,000 | |
| Bridal Week Vancouver | | 5,000 | |
| 100 Year Journey Gala Sponsorship | | 6,000 | |
| Pride Festival | | 5,000 | |
| Seniors Volunteer Project | | 75,000 | |
| Ethar Trip to Cloverdale Rodeo | | 2,688 | |
| Whalley Little League | | 2,000 | |
| Refugee Welcome Event | | 6,850 | |
| Sarah McLachlan School of Music | | 30,000 | |
| Sarah McLachlan School of Music | | -15,000 | |
| Surrey Hospital & Outpatient Centre Foundation - CAPSU (proposed) | | 15,000 | |
| West Coast Centre for Learning - Brain Booster Camp | | 2,000 | |
| Darpan Achievement Awards | | 5,000 | |
| Phoenix Society Live Well Street Fair | | 2,500 | |
| 10th Annual Red FM Charity Walk | | 5,000 | |
| Drishti Awards Gala (proposed) | | 1,500 | |
| SFU Diwali Gala (proposed) | | 2,500 | |
| SFU President's Gala (proposed) | | 5,000 | |
| Allocations for 2016 | | <u>\$ 240,038</u> | <u>\$ 12,800</u> |